



## NEWS RELEASE

For Immediate Release  
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Press: [buzz@bobobaby.com](mailto:buzz@bobobaby.com)  
1.877.298.2985

Samples, photo, interviews available

### BOBOBABY® Wins Business Excellence Award

**Burnaby, Canada** – BOBOBABY® - manufacturer of the first frozen, organic, age-appropriate baby food – has been awarded a Burnaby Board of Trade Business Excellence Award.

This has been a busy year for BOBOBABY® and its founder Kalpna Solanki. BOBOBABY® was named as a Top Ten Innovator for 2006 by *Food in Canada Magazine*, in May. Within the same month, Solanki was awarded the Five Years of Dedication and Service Award by Big Brothers of Vancouver (where she served as a Board Director), and a Volunteer Appreciation Award by the Simon Fraser University Alumni Association (where Solanki is past-president). Additionally, Solanki was one of a select few food industry executives invited to participate in a KPMG Executive Roundtable that focussed on innovation in the food industry.

Solanki is proud of her achievement in the \$4 billion (US) North American baby food category. Her specific niche, the organic baby food category, is currently at \$180 million (US) with expected continued growth of 20% per year.

Solanki is the first to offer the concept of certified organic, *age-appropriate foods for babies*. BOBOBABY® products are the only baby meals that contain NO added salt, preservatives, sugar, colour, peanuts, nuts, soy, wheat, sesame, dairy, eggs, fish or shellfish. The omission of these nine common allergens and the age-appropriate food concept are backed by nutrition research and pediatricians, worldwide. BOBOBABY is the only company in the world addressing all of these pediatric nutritional concerns.

“One doesn’t launch a unique, leading-edge product line for accolades,” explains Solanki, a mother whose background is in health, environmental management, and business. “These awards soften the memory of all the hard work, planning and thought over the past years that have gone into building a product like this.”

Practice makes perfect: BOBOBABY® has recently introduced new packaging that reflects the desire for convenience, much to the excitement of parents and retailers. The ‘grab and go’ concept features perforated, individually-sealed, frozen cubes that make it easy for parents to remove only the portions needed.

Now available at more than 250 locations across Canada, BOBOBABY® products are available in three age-appropriate phases with four recipes for each phase. All products are Certified Organic and Kosher.

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